

Ashesh Mukherjee
Curriculum Vitae

Office

Desautels Faculty of Management
McGill University
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Montreal, Quebec H3A 1G5, Canada
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Residence

2055 Rue de Bleury
Apartment #504
Montreal, Quebec H3A 2K2, Canada
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EDUCATION

Ph.D

The University of Texas at Austin

Major: Marketing

M.B.A

Indian Institute of Management at Calcutta, India

Major: Marketing

B.Engineering

Jadavpur University, India

Major: Mechanical Engineering

ACADEMIC APPOINTMENTS

2007 – present Associate Professor, McGill University

1998 - 2004 Assistant Professor, McGill University

RESEARCH INTERESTS

Marketing Communications, Word-of-Mouth, Online Behavior, Pro-Social Behavior.

PUBLICATIONS

SUMMARY OF PUBLICATIONS	
Number of Publications	12 journal articles
	1 sole-authored book
	3 book chapters
	46 refereed conference presentations and proceedings
Citation Indices	Google Scholar total citations : 1237
	h-index from Google Scholar : 10

JOURNAL ARTICLES

12. Auschaitrakul, Sumitra and Ashesh Mukherjee (2017), "Online Display Advertising: The Influence of Website Type on Advertising Effectiveness," *Psychology & Marketing*, 34 (4), 463-480.
11. Mukherjee, Ashesh and Seung Yun Lee (2016), "Scarcity Appeals in Advertising: The Role of Expectation of Scarcity," *Journal of Advertising*, 45 (2), 256-268.
10. Mukherjee, Ashesh and Laurette Dube (2012), "Mixing Emotions: The Role of Humor in Fear Advertising," *Journal of Consumer Behavior*, 11 (2), 147-161.
9. Hansen, Torben, Ashesh Mukherjee, and Thyra Uth Thomsen (2011), "Anxiety and Search during Food Choice: The Moderating Role of Attitude towards Nutritional Claims," *Journal of Consumer Marketing*, 28 (3), 178-186.
8. Gershoff, Andrew D., Ashesh Mukherjee, and Anirban Mukhopadhyay (2008), "Whats Not to Like? Preference Asymmetry in the False Consensus Effect," *Journal of Consumer Research*, 35 (1), 119-125.
7. Gershoff, Andrew D., Ashesh Mukherjee, and Anirban Mukhopadhyay (2007), "Few Ways to Love, But Many Ways to Hate: Attribute Ambiguity, and the Positivity Effect in Agent Evaluation," *Journal of Consumer Research*, 33 (4), 499-505.
6. Mukherjee, Ashesh, Andrew D. Gershoff, and Anirban Mukhopadhyay (2006), "I Love it or I Hate It: The Positivity Effect in Stated Preferences for Agent Evaluation," *Marketing Letters*, 17 (2), 103-117.
5. Woltman Elpers, Josephine L.C.M., Ashesh Mukherjee, and Wayne D. Hoyer (2004), "Humor in Television Advertising: A Moment-to-Moment Analysis," *Journal of Consumer Research*, 31 (3), 592-598.
4. Gershoff, Andrew D., Ashesh Mukherjee, and Anirban Mukhopadhyay (2003), "Consumer Acceptance of On-line Agent Advice: Extremity and Positivity Effects," *Journal of Consumer Psychology*, 13 (1&2), 161-170.
3. Mukherjee, Ashesh and Wayne D. Hoyer (2001), "The Effect of Novel Attributes on Product Evaluation," *Journal of Consumer Research*, 28 (3), December, 462-472.

2. Alden, Dana L., Ashesh Mukherjee, and Wayne D. Hoyer (2000), "The Effects of Incongruity, Surprise and Positive Moderators on Perceived Humor in Advertising," *Journal of Advertising*, Summer, 29 (2), 1-16 (lead article).
1. Alden, Dana L., Ashesh Mukherjee, and Wayne D. Hoyer (2000), "Extending a Contrast Resolution Model of Humor in Television Advertising: The Role of Surprise," *International Journal of Humor Research*, 13 (2), 193-217.

RESEARCH AWARDS

3. Best article award (2016), awarded by the *Journal of Consumer Research*.

Mukherjee, Ashesh and Wayne D. Hoyer (2001), "The Effect of Novel Attributes on Product Evaluation," *Journal of Consumer Research*, 28 (3), December, 462-472. This article was selected as one of the best articles on innovation published in the *Journal of Consumer Research* during the period 2000-2016: "A Curation of the Psychology of Innovation 2000-2016," *Journal of Consumer Research* (2016).

2. Best article award (2016), awarded by the *Journal of Advertising*.

Alden, Dana L., Ashesh Mukherjee, and Wayne D. Hoyer (2000), "The Effects of Incongruity, Surprise and Positive Moderators on Perceived Humor in Advertising," *Journal of Advertising*, Summer, 29 (2), 1-16 (lead article). This article was selected as one the best articles on humor in advertising published in the *Journal of Advertising* during the period 2000-2016: "A Curation of Advertising Humor 2000-2016," *Journal of Advertising* (2016).

1. Desautels Faculty Scholar Award (2007), awarded by the Desautels Faculty of Management, McGill University.

RESEARCH IN PROGRESS

Mukherjee, Ashesh and Sumitra Auschaitrakul, "Consumer Evaluations in Peer-to-Peer Markets: The Role of Depth of Disclosure and Self-Construal," 4 studies completed, in preparation for submission to the *Journal of Consumer Research*.

Mukherjee, Ashesh and Raj Raghunathan, "The Effect of Free Gifts on Charitable Behavior," 3 studies completed, in preparation for submission to the *Journal of Consumer Research*.

Mukherjee, Ashesh and Seung Yun Lee, "The Effect of Others' Participation on Charitable Behavior," 3 studies completed, in preparation for submission to the *Journal of Consumer Psychology*.

Mukherjee, Ashesh and Seung Yun Lee, "The Effect of Limited Time Offers on Product Evaluation," 2 studies completed in preparation for submission to the *Journal of Consumer Psychology*.

Mukherjee, Ashesh and Sumitra Auschaitrakul, "Listening to Dissatisfied Customers: The Effect of Anticipated Firm Interaction on Expressed Customer Satisfaction," 3 studies completed, in preparation for submission to the *Journal of Consumer Research*.

BOOK

Mukherjee, Ashesh (2017), *The Five Costs of Living Online*, The University of Toronto Press, ISBN #: 978-1-4426-4983-5.

BOOK CHAPTERS

“Helping Humanity Through Marketing: Harnessing the Drivers of Charitable Behavior,” in *Marketing & Humanity: Discourses in the Real World*, ed. Anjala Krishen, Cambridge Scholars Publishing, forthcoming 2018.

“Bright Side of Social Media,” in *The Dark Side of Social Media: A Consumer Psychology Perspective*, ed. Angeline Close Scheinbaum, Routledge: Taylor & Francis, 2017.

“Online Social Interaction,” with Andrew D. Gershoff, in *Handbook of Consumer Psychology*, eds. Derek Rucker, Michael Norton, and Cait Lambertson, Cambridge University Press, 2015.

REFEREED CONFERENCE PRESENTATIONS & PROCEEDINGS

“Looking a Gift Horse in the Mouth: The Effect of Free Gifts on Charitable Behavior,” with Raj Raghunathan and Sumitra Auschaitrakul, Association for Consumer Research, San Diego, 2017.

“When Do Limited Time Offers Work? A Reactance Perspective,” with Seung Lee and Andrew D. Gershoff, Association for Consumer Research, San Diego, 2017.

“Love Accounting: The Effect of Love Messages on Gift Budgeting,” with Yanan Wang, Association for Consumer Research, Berlin, 2016.

“The Effect of Other’s Participation on Charitable Behavior,” with Seung Lee, Academy of Marketing Science, Orlando, 2016.

“The Effect of Donation Gap on Subsequent Giving,” with Zachary Mendenhall, Association for Consumer Research, New Orleans, 2015.

“The Effect of Anticipated Firm Interaction on Attitude Gap,” with Sumitra Auschaitrakul, Society for Consumer Psychology, Phoenix, 2015.

“Online Advertising: The Effect of Website Type on Attitude Towards the Ad,” with Sumitra Auschaitrakul, Association for Consumer Research, Baltimore, 2014.

“Social Network Use: Social Comparisons and their Emotional Consequences,” with Sumitra Auschaitrakul, Society for Consumer Psychology, Miami, 2014.

“The Effect of Competitive Labeling on Charitable Donations,” with Zachary Mendenhall, Association for Consumer Research, Chicago, 2013.

“Spokespeople in Comparative Advertising: The Role of Spokesperson Type and Comparison Type,” with Sumitra Auschaitrakul, Association for Consumer Research, Chicago, 2013.

“Caged in by Constraints: The Intention-Action Gap in Happiness Maximization,” with Raj Raghunathan, American Psychological Association, Honolulu, 2013.

“Mortality Salience and Product Evaluation: Role of Self Versus Loved Ones, with Yanan Wang, European Marketing Association, Istanbul, 2013.

- “Firm Apologies Following a Product Crisis: The Role of Negative Publicity,” with Zachary Mendenhall, Association for Consumer Research, Vancouver, 2012.
- “Should Firms Apologize After a Product Crisis? The Role of Negative Publicity,” with Zachary Mendenhall, Society for Consumer Psychology, Las Vegas 2012.
- “The Effect of Scarcity on Product Evaluation: The Role of Frequency of Exposure, Cognitive Load, and Disconfirmation of Scarcity,” with Seung Lee, Society for Consumer Psychology, Atlanta, 2011.
- “The Effect of Scarcity on Product Evaluation: An Integrative Model,” with Seung Lee, Association for Consumer Research, Jacksonville, 2010.
- “The Effect of Scarcity on Product Evaluation: Role of Persuasion Knowledge and Decision Reversibility,” with Seung Lee, Society for Consumer Psychology, St. Petersburg, 2010.
- “The Effect of Scarcity on Product Evaluation: Role of Mood and Argument Quality,” with Seung Lee, Society for Consumer Psychology, San Diego, 2009.
- “The Effect of Parenting on Susceptibility to Peer Influence: Mediating Role of Self Esteem,” with Zhiyong Yang, Association for Consumer Research, San Francisco, 2008.
- “Humor in Threat Advertising,” with Laurette Dube, Society for Consumer Psychology, New Orleans, 2008.
- “Whats Not to Like? Asymmetry in the False Consensus Effect,” with Andrew D. Gershoff and Anirban Mukhopadhyay, Association for Consumer Research, Memphis, 2007.
- “Laughter is the Best Medicine: The Role of Humor in Threat Advertising,” with Laurette Dube, European Marketing Association Conference, Reykjavik, Iceland, 2007.
- “Love and the World Loves with You? Asymmetry in the False Consensus Effect,” with Andrew D. Gershoff and Anirban Mukhopadhyay, Society for Consumer Psychology, Las Vegas, 2007.
- “The Positivity Effect in Agent Evaluation: Attribute Ambiguity versus Attribute Accessibility,” with Andrew D. Gershoff and Anirban Mukhopadhyay, Association for Consumer Research, Sydney, Australia, 2006.
- “A Tobit Model Analysis on How Websites Deliver Differentiated Experiential Branding Strategies,” with Yanan Wang, Demetrios Vakratsas, Jordan Le Bel, and Laurette Dubé, INFORMS Marketing Science, Pittsburgh, 2006.
- “How Do We Love It, Let Me Count the Ways: Attribute Ambiguity, and the Positivity Effect in Perceptions of Interpersonal Similarity,” with Andrew D. Gershoff and Anirban Mukhopadhyay, Society for Consumer Psychology, Miami, 2006.
- “The Positivity Effect in Agent Evaluation: Role of Attribute Variance,” with Andrew D. Gershoff and Anirban Mukhopadhyay, INFORMS Marketing Science Conference, Rotterdam, Netherlands, 2004.
- “Loves, Hates, and In-Betweens: The Role of Preference Structure in Agent Choice,” with Andrew D. Gershoff and Anirban Mukhopadhyay, Association for Consumer Research, Toronto, 2003.
- “Humor in Television Advertising: A Moment-to-Moment Analysis,” with Josephine L.C.M Woltman Elpers and Wayne D. Hoyer, European Association for Consumer Research, Dublin, Ireland, 2003.

- "The Beneficial Impact of Humor in Health Related Communications for Cancer Prevention Under Experiential Processing: The Case of High-Masculinity Individuals," with Laurette Dubé and Chantal Robitaille, Society for Behavioral Medicine, Atlanta, 2003.
- "Consumer Acceptance of On-line Agent Advice: Extremity and Positivity Effects," with Andrew D. Gershoff and Anirban Mukhopadhyay, Society for Consumer Psychology, New Orleans, 2003.
- "Is Hope to Enjoy More Enjoyed than Hope Enjoyed? Time Horizon Effects on the Enjoyment of Distant Pleasures," with Rajagopal Raghunathan, Association for Consumer Research, Atlanta, 2002.
- "The Use of Humor in Threat-Related Advertising: An Experiential Processing Perspective," with Laurette Dubé, Association for Consumer Research, Atlanta, 2002.
- "Experiential Branding in Web Environments: Linking Positioning, Consumer Experience, and Objective Design Parameters," with Laurette Dubé, Jordan L. Le Bel, and Demetrios Vakratsas, *Proceedings of the International Conference on Electronic Commerce Research*, Montreal, 2002.
- "Temporal Biases in Judgments of Pleasure", with Raghunathan, Rajagopal, Society for Consumer Psychology, Austin, 2002.
- "Understanding, Measuring and Engineering the Consumption Experience In the Online Environment," with Laurette Dubé, *European Advances in Consumer Research*, 2001.
- "The Use of Humor in Threat-Related Advertising: An Experiential Processing Perspective," with Laurette Dubé, *European Advances in Consumer Research*, 2001.
- "The Impact of Other's Opinions of Decision Making: Role of Extreme Prediction Rate," with Andrew D. Gershoff, Association for Consumer Research, Salt Lake City, 2000.
- "Information Sequence and Decision Quality," with Dan Ariely and Sridhar Moorthy, Association for Consumer Research, Salt Lake City, 2000.
- "Experience-Based Processing and its Effects on Judgment, Decision-Making and Behavior," with Laurette Dube, Association for Consumer Research, Salt Lake City, 2000.
- "The Effect of Novel Attributes on Product Evaluation: Moderating Role of Complexity," with Wayne D. Hoyer, Association for Consumer Research, Columbus, 1999.
- "The Effect of Task Similarity and Existing Skill in Learning Computer Software," with Thomas Burnham, Third International Research Seminar on Marketing Communications and Consumer Behavior, La Londe des Maures, France, 1999.
- "The Generation of Humor in Advertising: Surprise!" with Dana L. Alden, and Wayne D. Hoyer, *Proceedings of the 1998 Winter Conference of the Society for Consumer Psychology*, 1998.
- "The Effect of Novel Attributes on Product Evaluation: Moderating Role of Schema Incongruity and Schema Knowledge," with Wayne D. Hoyer, Association for Consumer Research, Denver, 1997.
- "A Little Knowledge is a Dangerous Thing: The Confusion Effect in Learning Computer Software," with Thomas Burnham, Association for Consumer Research, Denver, 1997.
- "Consumer Resistance to Information Technology," Winter Educator's Conference of the American Marketing Association, Hilton Head, 1996.

INVITED TALKS

“The Effects of Depth of Disclosure and Self-Disclosure in Peer-to-Peer Markets,” with Sumitra Auschaitrakul, Wilfrid Laurier University, Waterloo, 2016.

“The Effect of Others’ Participation on Charitable Behavior,” with Seung Lee, Queen’s University, Kingston, 2012.

“The Effect of Scarcity on Product Evaluation: The Role of Frequency of Exposure, Cognitive Load, and Disconfirmation of Scarcity,” with Seung Lee, Hong Kong University of Science & Technology, Hong Kong, 2011.

“Humor in Threat Advertising,” with Laurette Dube, University of Texas, Austin, 2008.

RESEARCH GRANTS

Total grants received (until 2018) \$518,000

Granting Agency	Year Granted	Role	Title	Amount
Social Sciences & Humanities Research Council of Canada	2017	Principal Investigator	How Do Consumers Evaluate Sellers in Peer-to-Peer Markets? The Role of Depth of Disclosure, Self-Construal and Anticipated Interaction	\$106,000
Internal Social Sciences & Humanities Research Council of Canada Development Grant	2015	Principal Investigator	The Effects of Depth of Disclosure and Self-Construal in Peer-to-Peer Markets	\$6000
Social Sciences & Humanities Research Council of Canada	2010	Principal Investigator	The Effect of Scarcity on Product Evaluation	\$70,000
Social Sciences & Humanities Research Council of Canada	2006	Principal Investigator	The Positivity Effect in Agent Evaluation	\$83,000
Teaching and Learning Improvement Fund, McGill University	2006	Principal Investigator	Marketing Planning: A WebCT Application	\$16,000
Social Sciences & Humanities Research Council of Canada	2002	Co-Investigator	Individual and Interpersonal Effects of Humor Appeals in Presenting Web-Information	\$122,000
Social Sciences & Humanities Research	2000	Principal Investigator	The Use of Humor in Threat-Related Advertising	\$85,000

Council of Canada				
Faculty of Management, McGill University	1998	Principal Investigator	Technophobia: Construct, Antecedents, and Consequences	\$30,000

TEACHING: COURSES / LEVEL

- Introduction to Marketing, Marketing Core / *Undergraduate, MBA, Executive Education*
- Consumer Behavior, Customer Insight / *Undergraduate, MBA, Executive Education*
- Marketing Research / *Undergraduate, MBA, Executive Education*
- Advertising Management / *Undergraduate*
- Marketing Planning / *Undergraduate*
- Advances in Consumer Behavior / *Doctoral*

TEACHING: AWARDS

- Nominated for the McGill University Principal & Vice Chancellor's Award for Teaching Excellence, 2006 (university-wide teaching award)
- Received Best PhD Advisor Award, Desautels Doctoral Student Society, 2013 (faculty-wide teaching award)

TEACHING: DOCTORAL SUPERVISION

- Chair of PhD Committee for 4 doctoral students
 - Seung Lee: graduated 2012; post PhD placement at Konkuk University, South Korea
 - Yanan Wang: graduated: 2013; post-PhD placement at Bishop's University, Canada
 - Sumitra Auschaitrakul: graduated 2016; post-PhD placement at University of Thailand, Chamber of Commerce, Thailand
 - Zack Mendenhall: graduated 2017; post-PhD placement at University of New Mexico, USA
- Member of PhD Committee for 14 doctoral students
 - Kalyani Menon, Tripat Gill, Sylvie Morin, Marie-Cecile Cervellon, Zhiyong Yang, Aiyin Wang, Massimiliano Ostinelli, Alice Labban, Maria Aladjem, Eric Stenstrom, Marilyn Giroux, Aida Faber, Yves Dupuis, Hajar Fatemi.

TEACHING: VISITING FACULTY

- Copenhagen Business School, Copenhagen
- ESPM University, Sao Paolo
- Instituto de Empresa, Madrid
- ENAE Business School, Murcia
- Aventis Business School, Singapore

PROFESSIONAL SERVICE

- Member of the Editorial Review Board for *Journal of Advertising*
- Member of the Editorial Review Board for *Journal of Business Research*.
- Reviewer for *Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Consumer Psychology, Journal of Advertising, European Journal of Marketing, Journal of Economic Psychology, Canadian Journal of Administrative Sciences, Association for Consumer*

Research, American Marketing Association, Academy of Marketing Science, Social Sciences and Humanities Research Council, Canada, Society for Consumer Psychology Dissertation Competition.

- Member of Program Committee (2010, 2011), *Association for Consumer Research Annual Conference*
- Member of Ethics Committee (2011-2014), *Society for Consumer Psychology*
- External Promotion & Tenure committee member: Portland State University (2009), University of Western Ontario (2016).
- Chair, McGill Marketing PhD Research Symposium (2012-): *yearly event organized where McGill marketing PhD students present their ongoing research to faculty and students.*

PROFESSIONAL SERVICE: AWARD

- Received Best Reviewer Award, *Journal of Advertising*, 2016

UNIVERSITY SERVICE

- Marketing Area Coordinator
The Desautels Faculty of Management at McGill does not have departments, and hence this role is akin to department head. The key responsibilities were to (a) coordinate the hiring process of new faculty, (b) mentor junior faculty, (c) plan teaching schedules, course offerings, and program structure (d) staff courses with faculty, (e) liaise with the Dean's office on issues pertaining to faculty members, and (f) develop research infrastructure for faculty members.
- PhD Program Committee
- Research Council
- Merit Committee
- Faculty Tenure Committee
- University Tenure Committee
- Undergraduate Program Committee
- MBA Committee
- MBA Admissions Committee
- University Research Ethics Committee
- Pro-Dean of PhD Thesis Defense Committee
- Director of McGill Marketing Honors Program

COMMUNITY SERVICE

- Expert commentary on marketing issues for radio & television (e.g., CBC, Global TV), newspapers (e.g., Globe & Mail, National Post) and magazines (e.g., Economist, Canadian Business)

BUSINESS EXPERIENCE

- *Sales Manager*, Coats Viyella Ltd

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Association for Consumer Research
- Society for Consumer Psychology

LANGUAGE FLUENCY

- English, Bengali, Hindi